

ABSTRACT OF THE DISCLOSURE

A display capable of inhibiting brightness-gradation characteristics from dispersion in ON- and OFF-states of a light source is provided. This display comprises an
5 applied voltage control part controlling a voltage applied to a display pixel. The applied voltage control part includes a control circuit outputting either at least either white reference voltage data or black reference voltage data corresponding to the ON-state of the light
10 source or at least either white reference voltage data or black reference voltage data corresponding to the OFF-state of the light source.